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MANAGING AGRICULTURAL TECHNOLOGY FOR PROFIT

1985
Chateau Lake Louise, Alberta

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MANAGING AGRICULTURAL TECHNOLOGY FOR PROFIT

Chateau Lake Louise, Alberta

MARCH 11 - 14, 1985

High profile speakers will present the latest information on farm production and management techniques, as well as popular human relation topics applicable to the farm business. The speakers will be available for informal discussion or indepth questioning at the evening bearpit sessions.

Most of the sessions will be repeated. Please check the program carefully when planning your time.

CONFERENCE COMMITTEE

CHAIRMAN

J. Wilson Loree, P. Ag.
Head, Farm Business Management Branch
Olds, Alberta

COORDINATORS

George Maicher, M.Sc.
James Obniawka, P.Ag.
Farm Management Economists
Farm Business Management Branch
Olds, Alberta

COMMITTEE

Pauline McCardle
Regional Family Resource Management Specialist
Airdrie, Alberta

Murray McLelland, P. Ag.
Supervisor, Cereal Crops
Field Crops Branch
Lacombe, Alberta

Charlie Pearson, P.Ag.
Regional Farm Economist
Vermilion, Alberta

Ron Weisenburger, P.Ag.
Head, Beef Cattle and Sheep Branch
Edmonton, Alberta

Gary Berger, P.Ag.
Senior District Agriculturist
Athabasca, Alberta

Warren Wismer, P.Ag.
Head, Extension Services Branch
Engineering and Rural Services
Edmonton, Alberta

Glen Werner, P.Ag.
Senior District Agriculturist
Stettler, Alberta

PROGRAM DETAILS

MONDAY, MARCH 11, 1985

Registration	2:00 p.m. - 10:00 p.m. Lobby of the Chateau Lake Louise
Evening Meal	5:00 p.m. - 7:00 p.m. Victoria Dining Room
Opening Address Motivation	8:00 p.m. - 9:00 p.m. Dr. Joe Connell Victoria Dining Room
Wine and Cheese Reception	9:00 p.m. - 11:30 p.m. Victoria Dining Room and Red Room

TUESDAY, MARCH 12 & WEDNESDAY, MARCH 13, 1985

Breakfast	7:00 a.m. - 9:00 a.m. Victoria Dining Room
Morning Sessions	8:30 a.m. - 12:00 noon
Lunch	12:00 noon - 1:30 p.m. Victoria Dining Room
Afternoon Sessions	1:30 p.m. - 5:00 p.m.
Evening Meal	5:00 p.m. - 7:00 p.m. Victoria Dining Room
Bearpit Sessions	7:00 p.m. - 9:00 p.m.
Cash Bar	9:00 p.m. - 12:00 Midnight Victoria Dining Room and Red Room

WEDNESDAY NIGHT, MARCH 13, 1985

Alpine Dance	9:00 p.m. - 1:00 a.m.

THURSDAY, MARCH 14, 1985

Breakfast	7:00 a.m. - 9:00 a.m. Victoria Dining Room
Morning Sessions	8:30 a.m. - 12:00 noon
Lunch & Check Out of Rooms at Chateau	12:00 noon - 2:00 p.m. Victoria Dining Room
Closing Address	2:00 p.m. - 3:00 p.m. Victoria Dining Room
Coffee	3:00 p.m. - 3:30 p.m.
Conference Ends	3:30 p.m.
Conference Office	Louise Room

HORSEPOWER OR HORSE-SENSE - Garry Bradshaw

What machinery do you need for your farm operation? Garry will discuss machinery sizing and alternate options available to maximize machinery use on the farm.

Born and raised on a farm in Ontario, Garry received his secondary education from the University of Guelph where he majored in soils and obtained his M.Sc. in agriculture economics. His career began with the Federal Department of Agriculture in 1971 which moved him to Alberta in 1974, where he continued with the Department until 1978 when he became Regional Farm Economist in Red Deer, the position that Garry still holds.

THE TRUTH ABOUT CHOLESTEROL - Germain Brisson

What is the truth about cholesterol? This issue is confusing for the consumer and prejudicial to the Canadian animal industry. Dr. Brisson will discuss what cholesterol is, as well as the cause and prevention of cholesterol problems.

Dr. Brisson, born and raised at St-Jacques, Quebec, received his M.Sc. in animal nutrition from McGill University in 1948 and his Ph.D. in nutrition and biochemistry from Ohio State University in 1950. He is the author of 84 scientific publications and numerous other reports. He was the recipient of the Canadian Feed Industry Association Golden Award in 1979 for significantly contributing to the advancement of poultry, livestock and food production in Canada. In 1982, Dr. Brisson received the Certificate of Merit from the Canadian Society of Animal Science "for outstanding contributions to the livestock industry."

UNITED STATES AGRICULTURE POLICIES IN THE 1980's - Dr. Earl L. Butz

Dr. Butz, an unreserved speaker, will analyze and discuss present day American agricultural policies and how these policies may affect Canadian farmers. He will put special emphasis on U.S. grain and livestock policies.

A native of Noble County, Indiana, Earl Butz's long career, first as an educator, then in public service, has taken him to more than 50 nations, all of the 50 States, in the tireless pursuit of promoting American agriculture and the free enterprise philosophy. Dr. Butz served as U.S. Secretary of Agriculture from 1971 to 1976. His goals were to keep America the world's best fed nation, improve farm income, strengthen rural America, minimize federal encroachment and keep farm export markets open. Dr. Butz currently serves as consultant to a number of businesses and trade organizations, lecturing between 75 - 100 audiences annually.

OPENING AND CLOSING PRESENTATION
Dr. Joe Connell
OPENING ADDRESS - "MOTIVATION FOR 1985"

Farmers need all the motivation they can get to make 1985 a successful year, says Dr. Joe Connell. This year will be another relatively difficult period for agriculture. A motivated and confident farmer will be prepared to deal with the cost/price squeeze and concentrate on the positive aspects of his operation and agriculture in general. Dr. Joe Connell will set the mood of the meeting to instill a positive outlook that will help you approach the rest of the conference with an open but critical mind so that you can utilize the ideas best suited to help you make 1985 a successful year.

CLOSING ADDRESS

Dr. Joe Connell will conclude the conference by endeavoring to put everything in perspective so that the participants can go back to the farm with some new questions to ponder. Dr. Connell will base his comments on what he has heard and observed at the conference.

Dr. Joe Connell has maintained a delightful sense of humor over a long and distinquished career in education, psychology and volunteer organizations, and is called upon to make over 100 speeches annually. His numerous awards include: the King George VI medal for youth work and work with the blind; and the Canada Medal for service to youth and to Canada, and other awards; and he is a two time recipient of the citizen of the year award. Dr. Connell now serves as a consultant to industry and other groups.

TAX PLANNING - Bill Daye

Tips to save on tax. Bill will discuss general income tax strategies farmers can employ in their tax management.

Mr. Daye joined Peat, Marwick, Mitchell and Company in 1968 and received his chartered accountants designation in 1970. He left the company in 1977 and rejoined them in 1980 as Partner-In-Charge, Tax Department. Bill is the author of several professional development courses for the Canadian Institute of Chartered Accountants, including "Tax Planning for Farmers."

MANAGING SHORT AND MEDIUM TERM LOANS - Alfred Erichsen

Tough economic times can make it difficult for farmers to meet their loan payments. Alfred Erichsen will discuss ways farmers can successfully handle their short and medium term loans and what risks are involved.

Alfred Erichsen operates a 2,000 acre farm in the Stettler area, producing cattle, grain and forage seed. He is a graduate of Camrose Lutheran College and the University of Alberta. He is past director of Alberta Cattle Commission, Canadian Cattlemen's Association and Feeder Associations of Alberta. He is presently director of Big Valley Feeders Association and Administrator Feeder Association of Alberta.

BUSINESS ARRANGEMENTS THAT WORK - Alice Brown, Helen Chesterman, Huguette Ropchan

The panel will concentrate on business arrangements within the farm family: husband, wife, and children. Highlights of how their family developed the arrangements they have, what these arrangements are (partnership, corporation, separate enterprises), how they feel about these arrangements, who they contact for information and advice, and suggestions for other farm families considering similar plans.

Alice Brown was born in Oklahoma and moved with her husband to a farm northeast of Calgary in 1968. They operate a family farming corporation with 1,120 acres of land, 500 acres under pivot irrigators and have a herd of 100 head of purebred Charolais cattle. She is a director of the Calgary Co-op and has served as Chairman of the Women's Participation Committee for Federated Co-operatives. She serves in local community organizations, and is a member of Alberta Women in Support of Agriculture, Unifarm, and Women for the Survival of Agriculture. She is currently Coordinator of a committee planning the First Alberta Farm Women's Conference in November, 1985.

Helen Chesterman was born and raised in Vermilion, Alberta. Helen and her husband purchased land from his father and began farming in 1965. Having no farm experience, Helen found this a real education and became a major contributor to the farm operation.

The family has hosted five international fellowship exchange students, Japanese and Provincial 4-H exchange members and leaders. Past president of local women and school association, Helen is presently working part-time as a Registered Nurse in the Wainwright Auxiliary Hospital.

Huguette Ropchan was born in Montreal and raised near Quebec City. The family started farming in 1962 near Grimshaw, Alberta where they now operate 1,100 acres of cereal grain and oilseed. Huguette works full-time as the Executive Secretary to the Superintendent of the North Peace Catholic Schools in Peace River. She participates actively in farming with her husband, who is an Engineering Consultant and teaches part-time at a local college. Their farm operation's main challenge is to increase efficiency, reduce input costs and hence generate profits.

SUSTAINING A LOVING MARRIAGE - Kate Harling

This seminar is designed to increase awareness of how sexual relationships can work in enhancing a marriage. Some of the topics that will be discussed are: The Myths of Sex - What is fact and what is fiction?, What is 'Normal' sexuality? - And who decides?, Talking About Sex - Learning to specifically verbalize your needs, feelings and interests. Learn now to effectively communicate about sexuality with your children; become more accepting of each other while having fun in the process?

Kate Harling, mother of two grown sons and one teenage daughter, is a qualified sex educator. After completing a degree in Education at the University of Calgary, Kate Harling began her career as an elementary school teacher. She studied counselling at the Institute for Human Relations in Toronto, and has recently spent four years doing Ph.D. level studies in Human Sexuality at the Institute for the Advanced Study of Human Sexuality in San Francisco.

PROFITABLE FARMING IN THE DUSTBOWL - John Hermans

With the severe drought this past crop season, there was not much crop production in certain areas and little that anyone could do to improve the situation. But there are methods to help make our land more productive. John Hermans will discuss different ways and means of reducing soil erosion and conserving soil moisture content which in the long term will help maintain the productivity of our land.

John Hermans was born and raised in Southern Alberta. He attended the University of Alberta and received a B.Sc. in Agriculture and a M.Sc. in Soil Science. He worked as an instructor at Vermilion Agricultural College, a soils instructor at Forest Technology School in Hinton, a land classifier with the Irrigation Division of Alberta Agriculture, and Supervisor of Soil Conservation with the Soils Branch, Alberta Agriculture where he became Head of the Section in 1983.

MYTHS AND REALITIES OF CHEMICAL SAFETY - Dr. Moe Hussain

The selection of farm chemicals has become extremely varied and diverse. Dr. Moe Hussain will discuss what to watch for when handling chemicals and pesticides and how to safely use these products.

Dr. Hussain graduated with a doctorate degree in pesticide chemistry from Simon Fraser University. Following graduation he worked in the Okanagan Valley of British Columbia on the study of health effects pesticides create among farmers. Dr. Hussain then moved to Edmonton in 1982 where he joined the Crop Protection Branch of the Department of Agriculture and is currently responsible for the Pesticide Education and the Pesticide Safety Programs of the Department.

WHAT HAVE I SIGNED? - Tom James

Periodically, individuals are required to sign various types of legal documents. Tom James will discuss what security these documents provide to the bank or other creditors and why they require such documents. Tom will also attempt to provide insight into the legal process involved when creditors attempt to collect funds on the basis of various types of security. He will also discuss the counsel available from competent advisors before signing on the dotted line . . . . . .

Tom was born and raised in Eston, Saskatchewan. He attended the University of Saskatchewan and received a degree in Commerce in 1977 and a degree in Law in 1978. He articled with the Calgary firm of Cooper and Lybrand and is a member of the Institute of Chartered Accountants. Tom continues to be active in the farm operation in Eston with his father, and directs a large portion of his legal practice to farm-related issues. He has assisted Alberta Agriculture in developing and preparing a number of tax-related factsheets and publications.

MANAGING AGRICULTU
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Tuesday, March 12

We

8:30 a.m.	Coming Back from Life's Hardships	Fertilizers - Who Needs Them?	Estate Planning	Machinery Innovations		Sustaining A Loving Marriage	What H I Signe
10:00 a.m.	Jevne Tom Wilson	McKenzie Rm. 330	Looney Rm. 430	Mowitz Sun Room		Harling Tom Wilson	James Rm. 3
	COFFEE						
10:30 a.m.	Jevne Continued	Horsepower or Horse-Sense	Looney Continued	What Have I Signed?		Harling Continued	Managing and Medi Term Loa
12:00 p.m.	Tom Wilson	Bradshaw Rm. 330	Rm. 430	James Sun Room		Tom Wilson	Erichsen Rm. 330
	LUNCH						
1:30 p.m.	United States Agriculture Policies in the 1980's	Managing the Farm Casino	Managing Short and Medium Term Loans	Business Arrangements That Work		United States Agriculture Polices in the 1980's	Manag The Fa Casino
3:00 p.m.	Butz Tom Wilson	Nelson Rm. 330	Erichsen Rm. 430	Brown Chesterman Ropchan Sun Room		Butz Tom Wilson	Nelson Rm. 3
	COFFEE						
3:30 p.m.	Butz Continued	Nelson Continued	Profitable Farming in the Dustbowl	The Truth About Cholesterol		Butz Continued	Nelson Contin
5:00 p.m.	Tom Wilson	Rm. 330	Hermans Rm. 430	Brisson Sun Room		Tom Wilson	Rm. 3

Offered Only Once

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11 - 14, 1985

E LOUISE, ALBERTA

sday, March 13

Profitable Farming in The Dustbowl Hermans Rm. 430	Coming Back from Life's Hardships Jevne Sun Room	
COFFEE		
Machinery Innovations Mowitz Rm. 430	Jevne Continued Sun Room	
LUNCH		
Beef is Leaner than Chicken Jones Rm. 430	Estate Planning Looney Sun Room	
COFFEE		
The Truth About Cholesterol Brisson Rm. 430	Looney Continued Sun Room	

Thursday, March 14

Sustaining A Loving Marriage Harling Tom Wilson	Fertilizers - Who Needs Them? McKenzie Rm. 330	Myths and Realities of Chemical Safety Hussain Rm. 430	Business Arrangements That Work Brown Chesterman Ropchan Sun Room	
COFFEE				
Harling Continued Tom Wilson	Beef is Leaner than Chicken Jones Rm. 330	Horsepower or Horse-Sense Bradshaw Rm. 430	Tax Planning Daye Sun Room	
LUNCH				
CLOSING 2:00 - 3:00 p.m. **Dr. Joe Connell** **Victoria Dining Room**				
COFFEE				

Seminar Office Located in Louise Room

COMING BACK FROM LIFE'S HARDSHIPS - Dr. Ronna Jevne

Dr. Ronna Jevne's session will increase your understanding of the term "hardship", identify aspects of hardship in your life and the lives of others; familiarize you with the process of emotional healing; increase your knowledge of helpful behavior during and following times of hardship; and give assistance in preventing hardship when possible.

Dr. Jevne is the Senior Psychologist at the Cross Cancer Institute in Edmonton and holds a joint appointment as an Associate Clinical Professor in the graduate counselling division of the Educational Psychology Department at the University of Alberta. She is responsible for the design and delivery of counselling and psychological services to cancer patients, families and staff. She has a special interest in the adjustment of the family, including children, to loss and change.

Dr. Jevne has extensive experience as a consultant on the many aspects of coping with illness and loss.

BEEF IS LEANER THAN CHICKEN - Stephen Jones

Stephen Jones will be discussing what the consumer is demanding for meat, whether these requirements are being met by our production methods, and what factors influence consumer demand for meat. He will also mention what the producer has to do to fulfill these demands.

Stephen Jones was born and raised in Wales. He attended the University of Wales, obtained his B.Sc. in Agriculture, and then studied for a M.Sc. and Ph.D. at the University of Reading. Stephen arrived in Canada in 1977 and spent two years at the University of Alberta as a Research Associate before becoming an Assistant Professor of Meat Science in 1979 for the University of Guelph. He joined the Federal Government in January, 1985 as Section Head of the Meats Research Group at the Lacombe Station in Alberta. Stephen's research interests have centered around the efficiency of meat production from beef cattle and swine, meat animal grading and the composition of red meats.

ESTATE PLANNING FOR ALBERTA FARMERS AND RANCHERS - Jake Looney

Why should I write a will? What is my planning process? What will I do when I retire? What about life as a widow? Mr. Looney will address these basic problems and others so that many decisions can be made by you before contacting an estate planning professional.

Mr. Looney, from Polk County Arkansas, was raised on a livestock farm, and maintains an active interest in farming. He owns and manages a livestock farm in western Arkansas.

He was in private law practice in Arkansas and served as a Deputy Prosecuting Attorney. He has conducted numerous lectures, seminars and short courses in agricultural law and has written six books and a number of articles dealing with the legal problems of farm and rural people.

Jake Wayne Looney is presently Dean and Professor of Law at the University of Arkansas School of Law, and is licensed to practice law in Arkansas, Missouri and Virginia.

FERTILIZERS - WHO NEEDS THEM? - Ross H. McKenzie, P.Ag.

Ross will discuss nitrogen, phosphorus, potassium and sulphur fertilizers, and focus on how to decide which fertilizers are required and how much to apply. This will be followed by a discussion of the micronutrients: boron, chlorine, copper, iron, manganese, molybdenum and zinc, and how to decide if and when these nutrients are required. Finally, information will be presented about some of the miracle fertilizers that have been promoted in Alberta in the last several years.

Ross McKenzie was born and raised in the Lethbridge area; graduated from the University of Alberta with a double major in Soil Science and Plant Science in 1975. He worked at St. Paul for the Department of Lands and Forests mapping soil and vegetation areas in northeastern Alberta for one year, then transferred to Lethbridge to map soils for irrigation expansion for 1½ years. Ross then worked as Alberta Agriculture's Irrigation Specialist in Lethbridge for five years and during this time completed his M.Sc. in Soil Science. Since 1982, Ross has been working as a Soil Fertility Specialist for Alberta Agriculture. His primary job is to develop fertilizer response curves and develop fertilizer recommendations for irrigated and dryland crops in Southern Alberta.

MACHINERY INNOVATIONS - Dave Mowitz

The agricultural industry is continually advancing and Dave Mowitz will provide some interesting insights into machinery innovations of the future.

Dave Mowitz grew up on a central Nebraska, irrigated corn/wheat/grain sorghum farm in which he is still actively involved with his father and two brothers. Dave graduated with honors from Wayne State College in Nebraska, with a degree in journalism and economics. His experience includes the position of Associate Editor with Nebraska Farmer Magazine, responsible for covering farm management and machinery developments. In 1982 he joined the Successful Farming Magazine staff as Associate Crops and Soils Editor and became Senior Machinery Editor in June, 1984.

MANAGING THE FARM CASINO - Dr. Gene Nelson

Risk is something farm families live with everyday. Dr. Nelson will discuss how your attitude toward risk can effect your operation and some methods of controlling and reducing risk.

Dr. Nelson, raised on a farm in Illinois, received his B.Sc. from the University of Western Illinois, and his M.Sc. and Ph.D. from Purdue University. He has been a professor and extension farm management specialist at Oregon State University since 1969. In 1979, Dr. Nelson received a national award for his work in developing risk management teaching materials.

BEARPIT LOCATIONS

Tuesday, March 12, 1985 - 7:00 p.m. to 9:00 p.m.

Coming Back From Life's Hardships - Dr. Ronna Jevne - Sun Room
Fertilizers, Who Needs Them? - Ross McKenzie - Tom Wilson Room
Estate Planning For Alberta Farmers and Ranchers - Jake Looney - Room 530
Machinery Innovations - Dave Mowitz - John Lynn Room
Horsepower or Horse-Sense - Garry Bradshaw - Lefroy Room
What Have I Signed? - Tom James - Room 430
United States Agriculture Policies in the 1980's - Dr. Earl Butz - Tom Wilson Room
Managing the Farm Casino - Dr. Gene Nelson - Room 330
Managing Short and Medium Term Loans - Alfred Erichsen - Room 330
Profitable Farming in the Dustbowl - John Hermans - Agnes Room
Business Arrangements that Work - Alice Brown,
Helen Chesterman, Huguette Ropchan - Room 230
The Truth About Cholesterol - Germain Brisson - Red Room

Wednesday, March 13, 1985 - 7:00 p.m. to 9:00 p.m.

Sustaining A Loving Marriage - Kate Harling - Tom Wilson Room
What Have I Signed? - Tom James - Room 430
Profitable Farming in the Dustbowl - John Hermans - Agnes Room
Coming Back From Life's Hardships - Dr. Ronna Jevne - Sun Room
Managing Short and Medium Term Loans - Alfred Erichsen - Room 330
Machinery Innovations - Dave Mowitz - John Lynn Room
United States Agriculture Policies in the 1980's - Dr. Earl Butz - Lefroy Room
Managing The Farm Casino - Dr. Gene Nelson - Room 330
Beef Is Leaner Than Chicken - Steve Jones - Red Room
Estate Planning for Alberta Farmers and Ranchers - Jake Looney - Room 530
The Truth About Cholesterol - Germain Brisson - Room 230

BUDGET 1985

INCOME

Registration Fees - Based on 300 registrants	$26,000
Sponsorships	5,500
	$31,500

COSTS

Speaker Fees and Expenses	$23,100
Coffee, Milk, Juice	2,900
Wine and Cheese	2,650
Dance	1,200
Advertising and Printing	6,500
Miscellaneous Expenses	2,000
	$38,350

ACKNOWLEDGEMENTS

OUR THANKS AND APPRECIATION TO THE FOLLOWING ORGANIZATIONS FOR THEIR SUPPORT AND CONTRIBUTIONS.

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Notes:

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